

## Chapter 7

### “Mapping the IBM Offerings to Solutions for IBM On Demand Business”

- **Key Investment Areas (primary client needs)**
  - Optimize the value net: Connect suppliers, partners, and buyers to minimize complexity, reduce time, and cut the costs of inventory, production, sales, and delivery.
  - Increase business flexibility: Manage market volatility and unpredictability more effectively by creating flexible structures, processes, and resources that can cope with constant change.
  - Extract greater value from data: Federate fragmented and inaccessible information to achieve more informed, accurate, and timely business decisions.
  - Improve the client experience: Increase the loyalty of clients by making them better informed and by finding ways to consistently meet or beat their ever-rising expectations.
  - Drive business innovation: Increase speed to market and delivery of new products and services.
  - Optimize today's IT investments: Increase capacity utilization, enable heterogeneous environments, and remove siloed IT infrastructures that are difficult and costly to manage.
  - Improve employee productivity: Introduce systems and processes that increase employee communication and collaboration. Provide access for all to the necessary resources, skills, and tools.
  - Streamline processes: Remove disconnected and fragmented processes that result in business inefficiency and process redundancy.
  - Increase security and resiliency: Provide ongoing business continuity for employees, suppliers, and clients, increasing both business and IT productivity and efficiency in operations. Provide the ability to scale resources up or down to address client demand.
  - Facilitate and enhance business control compliance requirements: Enable streamlined business controls so resources can focus on differentiating activities. Provide the ability to respond rapidly to end consumer safety issues and conform to government regulatory requirements. Establish a framework for real-time business performance management, business risk management, content management, and data integrity.
- IBM and their Business Partners combine business process knowledge and technology to enable clients to make better use of resources to become more productive
- IBM helps clients develop a customized roadmap so that a client can start from a point that is appropriate for them
  - Clients in the on demand era are focused on and progressing toward two strategic imperatives:
    - I. Innovate the business to differentiate and capture new value

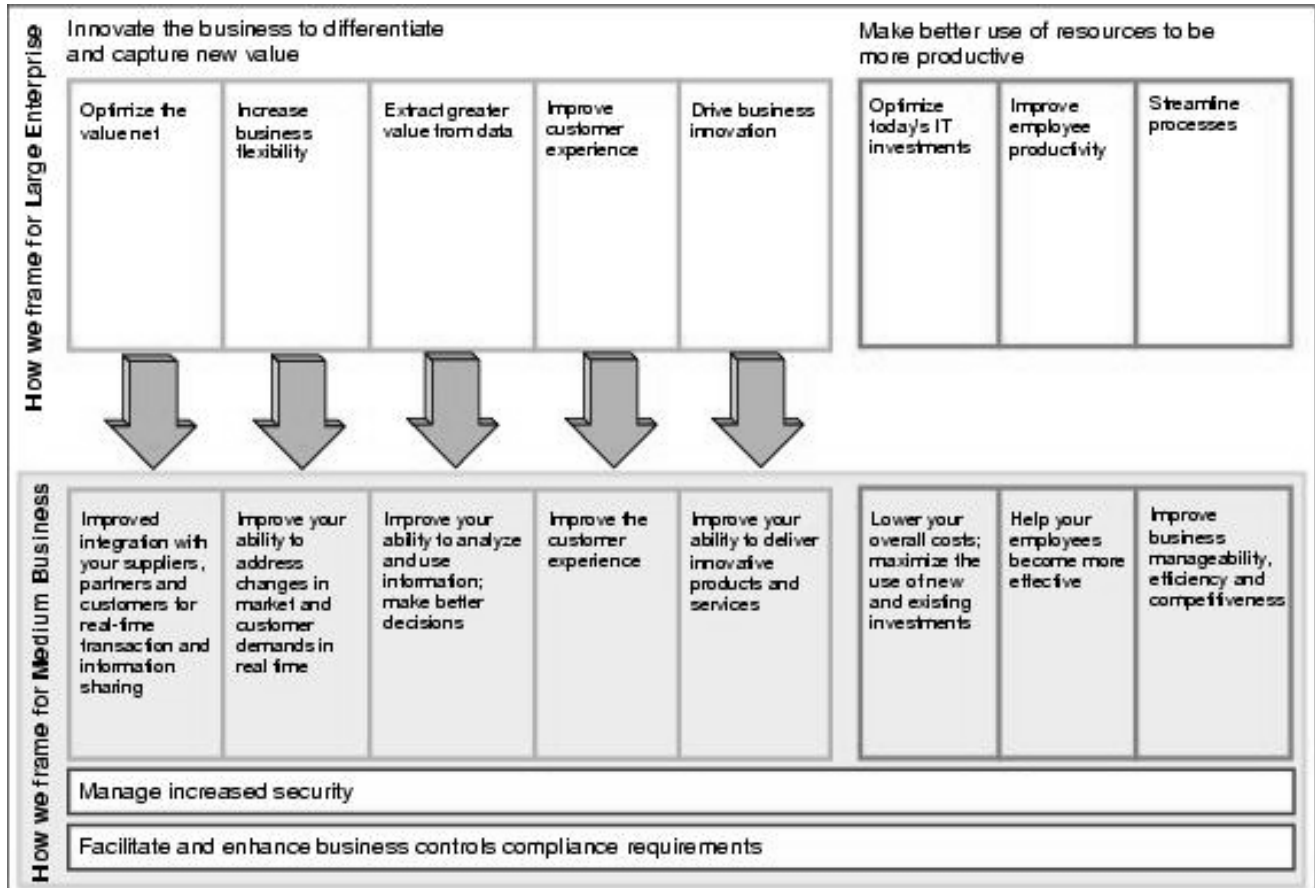
- a. In the face of fierce competition, organizations need to be able to anticipate, rapidly respond, and always be available.
  - b. IBM can help organizations become more of an On Demand Business by integrating processes and business behavior horizontally, across teams and value chains, to respond more quickly to market changes.
2. Make better use of resources to be more productive
  - a. By achieving more out of the resources, it generates additional opportunity.



- On Demand Business Value Proposition for Large Enterprise

A:	Optimize the value net	Increase business flexibility	Extract greater value from data	Improve the customer experience	Drive business innovation	Optimize today's IT investments	Improve employee productivity	Streamline processes
	1	2	3	4	5	6	7	8
	<ul style="list-style-type: none"><li>• Create seamless internal integration, enabling real-time visibility across the value chain and value nets</li><li>• Synchronize demand and supply; approaching ability to customize efficiency for real-time for one</li><li>• Optimize inventory/ logistics for value and margin</li><li>• Provide dynamic, real-time pricing enabled across supply chain</li></ul>	<ul style="list-style-type: none"><li>• Develop and deploy solutions that enable the enterprise to sense changes in environment and respond dynamically</li><li>• Provide variable cost operations</li><li>• Offer usage-based costs</li></ul>	<ul style="list-style-type: none"><li>• Provide access to complete information anywhere, anytime</li><li>• Identify opportunities through data-analysis</li><li>• Asset-based development to protect and reuse unique intellectual property</li></ul>	<ul style="list-style-type: none"><li>• Fully automate customer and channel self-service with access to all functions and channels</li><li>• Create seamless, single view of customer with consistent interaction models across all channels</li></ul>	<ul style="list-style-type: none"><li>• Develop Web-based product design and simulation tools</li><li>• Offer collaborative organizational tools, including distributed knowledge, linked with market feedback</li><li>• Software development platform to differentiate products and operational efficiency</li></ul>	<ul style="list-style-type: none"><li>• Provide shared services models applied throughout organization</li><li>• Consolidate virtual and local applications and infrastructure management</li><li>• Create highly utilized, interconnected, autonomous infrastructure</li><li>• Develop resilient infrastructure that is self-diagnosing, self-healing</li><li>• Virtualize data centers with grids of resources, both on-and-off premise</li></ul>	<ul style="list-style-type: none"><li>• Integrate HR processes and streamlined processes; efficient shared business support functions; HR staff with internal coach and external BPO management roles</li><li>• Develop highly flexible employee (re) deployment enabled by virtualized learning</li><li>• Build robust HR portals with rich self-service functionality</li><li>• Automate and integrate software development as a business process for higher IT ROI</li></ul>	<ul style="list-style-type: none"><li>• Remove redundant steps or touches in business processes, automate process steps across business units, reduction in non-core activities</li><li>• Implement collaboration tools across organizational boundaries to speed up information flow</li><li>• Reduce non-core activities through BTO</li><li>• Automate links with external partners</li></ul>
9	Increase security and resiliency							
	<ul style="list-style-type: none"><li>• Ability to recover quickly from external disruptions to operations</li><li>• Protection from external threats</li><li>• Resilient infrastructure and processes</li></ul>				<ul style="list-style-type: none"><li>• Privacy protection of internal/external customer data</li><li>• Asset protection from intrusion, threat and the unexpected prevention of loss from down-time</li></ul>			
10	Facilitate and enhance business control compliance requirements							
	<ul style="list-style-type: none"><li>• Effectively distribute risk among partners</li><li>• Robust risk management to reduce capital requirements</li><li>• Increased ability to manage regulatory compliance</li></ul>							

- On Demand Business Value Proposition for Small and Medium Business



- On Demand Business Value Proposition for IBM Global Service
  - IBM Global Services provides the people and resources that make On Demand Business happen.
  - People who deliver an arsenal of strategic business and process expertise are backed by partnerships and technology know-how that is needed to deploy systems and solutions onsite, outsourced, or both, on demand.
- On Demand Business Value Proposition for the IBM Software Group
  - IBM middleware:
    - Can help businesses innovate, and sense and respond to ever-changing environments, through the connection and integration of disparate processes and information – resulting in a faster response and greater business insight for our clients.
    - Provides high performance technology tuned with applied business expertise. This helps to increase productivity, manage business change and complexity, and improve time to realized business advantage.

3. Solutions securely integrate, manage, optimize, and extend IT investments.
  4. Can provide a high performance platform for the creation of a flexible and incrementally deployable set of infrastructure capabilities. It can help support business transformation or enhancements for IT environments, applications, and processes.
- **On Demand Business Value Proposition for the IBM Systems and Technology Group**
    - IBM Systems Group is responsible for IBM Server and Storage brands (development, manufacturing, marketing, and sales).
    - IBM Technology Group is responsible for:
      1. The IBM original equipment manufacturer (OEM) chip business
      2. The Engineering and Technology Services operation
      3. Semiconductor development and manufacturing for both IBM and external clients
      4. These 2 roles have been combined into one to provide solutions to ensure IBM as a leader and innovator in the market
    - On Demand Business solution offerings provide a client with the ability to adjust easily to change while increasing the productivity of infrastructure and individuals at each client.
  - **On Demand Business Value Proposition for the IBM Personal Computing Division**
    - IBM Personal Computer Division (PCD) helps our clients become more of an On Demand Business by:
      1. Delivering products that improve employee productivity
      2. Streamline and simplify processes
      3. Optimize today's IT investments
    - IBM is best positioned to do this through our intimate knowledge of clients, and our investment in technologies and software, services capabilities, and channel partners.
  - **On Demand Business Value Proposition for IBM Global Financing**
    - IBM and our Business Partners have world-class business knowledge combined with flexible technology and financial delivery offerings that can help organizations build breakthrough advances in productivity and innovation.
    - IBM Global Financing helps make the transition and also helps you continue to support a responsive, focused, and resilient On Demand Business environment. It's your strategic partner for the life cycle of your IT solutions (from acquisition to management to disposition).
  - **On Demand Business Value Proposition for IBM Printing Systems**
    - IBM print and electronic output solutions:

1. Give you the technology you need to implement an On Demand Business information-delivery environment (it can sense and respond to market requirements, manage costs through increased utilization and productivity, and ensure business continuity).
  2. Help you to achieve the most from your output infrastructure.
- By IBM helping you build a plan to consolidate, optimize, and integrate your output environment, it will help reduce client print and output costs.
  - IBM provides:
    - Enterprise output privacy and security (business continuity features are built into every printing product)
    - Flexible information-delivery options (you can convert fixed costs into variable costs – meaning, you only pay for the print and output you need, when and where you need it)
    - Innovative output solutions from a company you trust (offer services and support that can help give you value – intermediate and long term)